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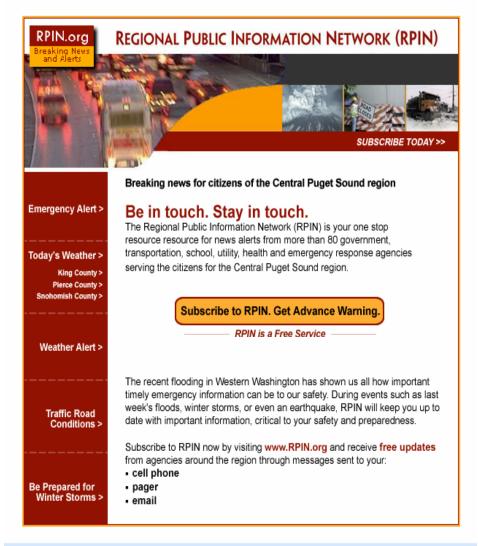
# Office of Emergency Management (King County)

#### **Email sent:**

November 15, 2006

### **Subject Line:**

Get Advance Warning in case of Flood, Winter Storm



To ensure that you receive our special e-mail offers, please add msd@msd.chtah.com to your address book.

If you received this email from a friend and would like to subscribe to our email list, <u>click here</u>.

This paid advertisement was sent to MySpecialsDirect Subscribers on behalf of **Regional Public Information Network (RPIN).** If you wish to unsubscribe to future MySpecialsDirect e-mails, please <u>click here</u>. Or, send Opt-out Request C/O Belo Interactive, 900 Jackson Street, Suite 400, Dallas, TX 75202.

## Report: 24 hours after mailing

- 3,138 unique opens (5.9%)
- Re-opened 504 times
- 3,642 total times it's been read (6.9%)

Mailing Sent: Thu Nov 16, 2006 10:10 Subject: Get Advance Warning in case of Flood, Winter Storm Note: (global sent: 55098) Please update Days From Sent to 'Now' to see the latest data. ▼ Recipient Subset: Select a Subset ▼ GO Days From Sent: 1 Reporting Tools Event Summary Message Delivery Source Comparison 55,000 (95.9%) Received: 52,760 Bounced: 2,240 (4.1%) Sent: Inbound Messages Clicks HTML Opens Transactions View Content 0 (0.0%) All: 3,642 (6.9%) All: 504 (1.0%)Transactions: Demographic Anlys. Unique: 3,138 (5.9%) Unique Events: 458 (0.9%)Amount: 0.00 Unique Clickers: 394 (0.7%)Campaign Folders: Unsubscribes Referrals (Assign Campaigns): Unsubscribers: 52 (0.1%) Total Sent: 1 (0.0%)• Default 53 (0.1%) Unique Referrers: (0.0%)Unsubscriptions:

• 52,760 successfully received email

URL Clickthrough Data													,,,,	
Name	Clickthrough URL ( <u>Edit Redirects</u> )		Unio	Users		All Clicks						Trans.		
		html	text	rt	total		html	text	rt	total		#	amt	
offi7	http://www.rpin.org/rpinweb/subscriber/r	191	4	0	195	(0.4%)	212	4	0	<u>216</u>	(0.4%)	0	0.0	
offi9	http://www.metrokc.gov/exec/news/2006/11	14	0	0	14	(0.0%)	14	0	0	14	(0.0%)	0	0.00	
offi10	http://www.wrh.noaa.gov/sew/	42	1	0	43	(0.1%)	44	1	0	<u>45</u>	(0.1%)	0	0.00	
offi11	http://www.king5.com	16	0	0	16	(0.0%)	20	0	0	<u>20</u>	(0.0%)	0	0.00	
offi14	http://www.rpin.org/rpinweb/	46	0	0	46	(0.1%)	48	0	0	<u>48</u>	(0.1%)	0	0.00	
offi18	http://www.rpin.org/rpinweb/A/eatherAlert	13	0	0	13	(0.0%)	13	0	0	<u>13</u>	(0.0%)	0	0.00	
offi20	http://www.rpin.org/rpinweb/TrafficRoadC	26	1	0	27	(0.1%)	26	1	0	<u>27</u>	(0.1%)	0	0.00	
offi22	http://www.rpin.org/rpinweb/MinterStormP	9	2	0	11	(0.0%)	9	2	0	11	(0.0%)	0	0.00	
offi28	http://www.king5.com/sharedcontent/regis	2	0	0	2	(0.0%)	2	0	0	2	(0.0%)	0	0.00	
offi29	http://www.rpin.org	0	1	0	1	(0.0%)	0	1	0	1	(0.0%)	0	0.00	
raf1	http://raf.cheetahmail.com/r/raf?t=%%t%%	3	0	0	3	(0.0%)	3	0	0	3	(0.0%)	0	0.00	
unsub	http://ebm.cheetahmail.com/r/webunsub?t=	19	0	0	19	(0.0%)	20	0	0	<u>20</u>	(0.0%)	0	0.00	
webvers	http://ebm.cheetahmail.com/c/taq/%%t%%/d	65	3	0	68	(0.1%)	81	3	0	84	(0.2%)	0	0.00	
Totals		446	12	0	458	(0.9%)	492	12	0	<u>504</u>	(1.0%)	0	0.00	

- 216 clicks to Subscribe to RPIN Alerts
- 14 clicks to King County News release
- 45 National Weather Service Forecast
- •1 Referral

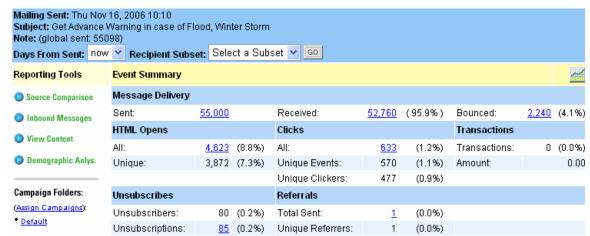
48 clicks to RPIN website

**13** clicks to Weather Alert

27 clicks to Traffic & Road Conditions

11 clicks to Winter Storms

## Report: 5 days after mailing



• 52,760 successfully received email

• Re-opened 751 times

unique opens

• 3,872

(7.3%)

• 4,623 total times it's been read (8.8%)

URL Clickthrough Data												,,,,	
Name	Clickthrough URL (Edit Redirects)		Unique Users					All Clicks					
		html	text	rt	total		html	text	rt	total		#	amt
offi7	http://www.rpin.orq/rpinweb/subscriber/r	225	4	0	229	(0.4%)	251	4	0	<u>255</u>	(0.5%)	0	0.0
offi9	http://www.metrokc.gov/exec/news/2006/11	18	0	0	18	(0.0%)	18	0	0	<u>18</u>	(0.0%)	0	0.0
offi10	http://www.wrh.noaa.gov/sew/	55	1	0	56	(0.1%)	60	1	0	<u>61</u>	(0.1%)	0	0.0
offi11	http://www.king5.com	21	0	0	21	(0.0%)	26	0	0	<u>26</u>	(0.0%)	0	0.0
offi14	http://www.rpin.org/rpinweb/	55	0	0	55	(0.1%)	59	0	0	<u>59</u>	(0.1%)	0	0.0
offi18	http://www.rpin.orq/rpinweb//VeatherAlert	20	0	0	20	(0.0%)	21	0	0	21	(0.0%)	0	0.0
offi20	http://www.rpin.org/rpinweb/TrafficRoadC	32	1	0	33	(0.1%)	32	1	0	33	(0.1%)	0	0.0
offi22	http://www.rpin.org/rpinweb/MinterStormP	10	2	0	12	(0.0%)	10	2	0	12	(0.0%)	0	0.0
offi28	http://www.king5.com/sharedcontent/regis	7	0	0	7	(0.0%)	7	0	0	<u> 7</u>	(0.0%)	0	0.0
offi29	http://www.rpin.org	0	1	0	1	(0.0%)	0	1	0	1	(0.0%)	0	0.0
raf1	http://raf.cheetahmail.com/r/raf?t=%%t%%	4	0	0	4	(0.0%)	4	0	0	4	(0.0%)	0	0.0
unsub	http://ebm.cheetahmail.com/r/webunsub?t=	29	0	0	29	(0.1%)	31	0	0	31	(0.1%)	0	0.0
webvers	http://ebm.cheetahmail.com/c/taq/%%t%%/d	82	3	0	85	(0.2%)	102	3	0	105	(0.2%)	0	0.0
Totals	3	558	12	0	570	(1.1%)	621	12	0	<u>633</u>	(1.2%)	0	0.00

- 255 clicks to Subscribe to RPIN Alerts
- 18 clicks to King County News release
- 61 National Weather Service Forecast
- 1 Referral

59 clicks to RPIN website

**21** clicks to Weather Alert

33 clicks to Traffic & Road Conditions

12 clicks to Winter Storms